

ESTTA Tracking number: **ESTTA1110461**

Filing date: **01/27/2021**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Chapter 4 Corp,
Granted to Date of previous extension	01/27/2021
Address	62 KING STREET NEW YORK, NY 10014 UNITED STATES

Correspondence information	DARCI J. BAILEY, ESQ. CHAPTER 4 CORP, 62 KING STREET NEW YORK, NY 10014 UNITED STATES Primary Email: ipdocket@supremenewyork.com No phone number provided.
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Applicant Information

Application No.	88929628	Publication date	09/29/2020
Opposition Filing Date	01/27/2021	Opposition Period Ends	01/27/2021
Applicant	Urban Coolab Inc. WEWORK OFFICES 6TH FLOOR 401 BAY ST TORONTO, ONTARIO, M5H2Y4 CANADA		

Goods/Services Affected by Opposition

Class 025. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Tops as clothing; Bottoms as clothing; T-shirts; Sweatshirts; Jackets; Hats; Caps being headwear; Dresses; Shorts; Shirts; Pants; Skirts; Coats; Shoes
Class 035. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Online retail store services featuring clothing, clothing accessories, and shoes

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	5592852	Application Date	10/19/2016
Registration Date	10/30/2018	Foreign Priority Date	NONE
Word Mark	SUP		
Design Mark			
Description of Mark	The mark consists of a red square containing the verbiage "SUP" in white letters.		
Goods/Services	Class 025. First use: First Use: 2006/03/01 First Use In Commerce: 2006/03/01 Clothing, namely, shirts, t-shirts, tank tops, sweat shirts, long-sleeved shirts, under shirts, denim jeans, hooded sweat shirts, boxer shorts, tops, sweat jackets, sweat shorts, sweat pants, sweaters, long underwear, underclothes, caps, hats, knit caps, headwear, footwear, shoes and sneakers		

U.S. Registration No.	4157110	Application Date	09/16/2011
Registration Date	06/12/2012	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 025. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 Clothing, namely, shirts, t-shirts, long-sleeved shirts, under shirts, polo shirts, rugby shirts, jerseys, dress shirts, denim jeans, hooded sweat shirts, warm-up suits, snow suits, parkas, cardigans, pants, jean jackets, cargo pants, shorts, boxer shorts, tops, tank tops, sweatshirts, sweat jackets, sweat shorts, sweat pants, sweaters, vests, fleece vests, pullovers, jackets, coats, blazers, suits, turtlenecks, reversible jackets, wind-resistant jackets, shell jackets, sports jackets, golf and ski jackets, heavycoats, over coats, top coats, swimwear, beachwear, visors, headbands, ear muffs, thermal underwear, long underwear, underclothes, caps, hats, knit caps, headwear, scarves, bandanas, belts, neckwear, ties, robes, gloves, boots, rainwear, footwear, shoes and sneakers		

U.S. Registration No.	4240456	Application Date	09/16/2011
Registration Date	11/13/2012	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 028. First use: First Use: 1996/03/00 First Use In Commerce: 1996/03/00 skateboard decks		

U.S. Registration No.	4504231	Application Date	03/06/2013
Registration Date	04/01/2014	Foreign Priority Date	NONE

Word Mark	SUPREME
Design Mark	
Description of Mark	The mark consists of the word "Supreme" in white block letters against a red rectangular background.
Goods/Services	Class 025. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 Clothing, namely, shirts, t-shirts, long-sleeved shirts, under shirts, polo shirts, rugby shirts, jerseys, dress shirts, denim jeans, hooded sweat shirts, warm-up suits, [snow suits,] parkas, cardigans, pants, jean jackets, cargo pants, shorts, boxer shorts, tops, tank tops, sweat shirts, sweat jackets, sweat shorts, sweat pants, sweaters, vests, [fleecivests,] pullovers, jackets, coats, blazers, suits, [turtlenecks, reversible jackets, wind-resistant jackets, shell jackets, sports jackets, golf and ski jackets, heavy coats, over coats, top coats,] swimwear, beachwear, [visors,] headbands, [ear muffs,] thermal underwear, long underwear, underclothes, caps, hats, knit caps, headwear, scarves, bandanas, belts, [neckwear, ties,] robes, gloves, boots, rainwear, footwear, shoes and sneakers

U.S. Registration No.	4554309	Application Date	03/06/2013
Registration Date	06/24/2014	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	The mark consists of the word "Supreme" in white block letters against a red rectangular background.		
Goods/Services	Class 028. First use: First Use: 1996/03/00 First Use In Commerce: 1996/03/00 skateboard decks		

U.S. Registration No.	5775727	Application Date	03/19/2014
Registration Date	06/11/2019	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 Book, carry-on, gym, shoulder and tote bags; satchels; luggage; luggage tags; trunks; suitcases; bags sold empty; men's clutches; business card cases; calling and credit card cases; key cases; leather key chains; billfolds; umbrellas		

U.S. Registration No.	5763658	Application Date	03/19/2014
Registration Date	05/28/2019	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	The mark consists of the word "Supreme" in white letters against a red rectangular background.		
Goods/Services	Class 018. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 Book, carry-on, gym, shoulder and tote bags; satchels; luggage; luggage tags; trunks; suitcases; bags sold empty; men's clutches; business card cases; calling		

	and credit card cases; key cases; leather key chains; billfolds; umbrellas		
U.S. Registration No.	5066669	Application Date	03/19/2014
Registration Date	10/25/2016	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 018. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 All-purpose sports and athletic bags; duffel and travel bags; fanny packs and waist packs; backpacks; knapsacks; wallets		
U.S. Registration No.	5066670	Application Date	03/19/2014
Registration Date	10/25/2016	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	The mark consists of the word "Supreme" in white block letters against a red rectangular background.		
Goods/Services	Class 018. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 All-purpose sports and athletic bags; duffel and travel bags; fanny packs and waist packs; backpacks; knapsacks; wallets		
U.S. Registration No.	5135326	Application Date	07/13/2015
Registration Date	02/07/2017	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 Retail stores, on-line ordering services and on-line retail store services, and retail store services available through computer communications, featuring clothing, footwear, headwear, bags, wallets and skateboard decks		
U.S. Registration No.	5135627	Application Date	12/31/2015
Registration Date	02/07/2017	Foreign Priority Date	NONE
Word Mark	KINETIX365		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 044. First use: First Use: 2014/08/01 First Use In Commerce: 2015/05/28 Chiropractic services		

U.S. Registration No.	5801848	Application Date	05/22/2018
Registration Date	07/09/2019	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	The mark consists of the word "Supreme" in white block letters against a red rectangular background.		
Goods/Services	Class 009. First use: First Use: 2007/04/00 First Use In Commerce: 2007/04/00 Eyewear; sunglasses; sports eyewear; cases for eyewear, sunglasses and sports eyewear; sports goggles; cases for mobilephones; cell phone backplates; cell phone cases; cell phone covers; cell phone straps; portable satellite radios		

U.S. Registration No.	6048267	Application Date	05/22/2018
Registration Date	05/05/2020	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 009. First use: First Use: 2007/04/00 First Use In Commerce: 2007/04/00 Eyewear; sunglasses; sports eyewear; cases for eyewear, sunglasses and sports eyewear; sports goggles; cases for mobilephones; cell phone backplates; cell phone cases; cell phone covers; portable satellite radios		

U.S. Registration No.	6043450	Application Date	11/19/2018
Registration Date	04/28/2020	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	The mark consists of the word "Supreme" in white block letters against a red rectangular background.		
Goods/Services	Class 018. First use: First Use: 1994/04/00 First Use In Commerce: 1994/04/00 Book, carry-on, gym, shoulder and tote bags; luggage; luggage tags; trunks being luggage and suitcases; suitcases; toiletry bags sold empty; toiletry and vanity cases sold empty; tool bags sold empty; business card cases; calling and credit card cases; billfolds; umbrellas		

U.S. Registration No.	6146273	Application Date	01/29/2020
Registration Date	09/08/2020	Foreign Priority Date	NONE
Word Mark	SUPREME		
Design Mark			
Description of Mark	The mark consists of the word "Supreme" in white letters against a red rectangular background.		
Goods/Services	Class 016. First use: First Use: 1994/05/00 First Use In Commerce: 1994/05/00 stickers		

Attachments	2021.1.26 EMERPUS in cls 25 and 35 Notice of Opposition - FINAL.pdf(931169 bytes) Exhibits for Opposition against EMERPUS.pdf(3660133 bytes)
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Signature	/Darci J. Bailey/
Name	DARCI J. BAILEY
Date	01/27/2021

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

CHAPTER 4 CORP. d/b/a SUPREME,

Opposer,

Opposition No. _____

v.

URBAN COOLAB INC.,

Applicant.



Mark: EMERPUS
Serial No.: 88/929,628
Filing Date: May 22, 2020

NOTICE OF OPPOSITION

Chapter 4 Corp. d/b/a Supreme, a New York corporation with an address of 62 King Street, New York, New York 10014 (the “Opposer” and/or “Supreme”), believes that it would be damaged by the registration of the mark EMERPUS (the “Applicant’s Mark”) filed with the United States Patent and Trademark Office (the “USPTO”) under Serial No. 88/929,628 in the name of Urban Coolab Inc., a corporation organized under the laws of Canada, with an address of WeWork Offices, 6th floor, 401 Bay St Toronto, Ontario Canada M5H2Y4 (the “Applicant”), and hereby seeks to oppose said application.

As grounds for the opposition, Opposer hereby alleges:

OPPOSER’S MARKS

1. Opposer owns the famous SUPREME and SUPREME Box Logo () marks, and the SUP Box Logo () mark (collectively, the “SUPREME Marks”) for use in connection with various goods and services, including streetwear, apparel, and accessories.

2. Opposer owns exclusive federal and common law rights for the SUPREME Marks, including various registrations and applications for the SUPREME Marks with the USPTO. See Exhibit A. Opposer also owns hundreds of trademark registrations worldwide for the SUPREME Marks.

3. Opposer has use in commerce of its SUPREME Marks since at least as early as April 1994. The first Supreme retail store opened in April 1994 in New York, which offered a host of clothing, bags and related products and accessories. Also, many of Opposer's U.S. trademark registrations include the date of first use in commerce as of April 1994.

OPPOSER'S PRIOR USE

4. Opposer has used its famous SUPREME Marks for varying goods including clothing since April 1994. See Figure 1.



Figure 1. Examples of Opposer's apparel.

5. Opposer also has collaborated with third parties to create and sell clothing bearing the SUPREME Marks. For example, SUPREME x Louis Vuitton (2017); SUPREME x Bruce Lee (2013); SUPREME x Budweiser (2009); SUPREME x The North Face (2008 - ongoing). See also Figure 2.



Figure 2. SUPREME x Louis Vuitton; and SUPREME x Bruce Lee.

6. By reason of Opposer’s extensive use of the SUPREME Marks, the public closely associates the famous marks with Opposer and its high-quality SUPREME branded products, which include boundless categories of items.

OPPOSER’S FAMOUS SUPREME BRAND

7. Founded in New York in April 1994 as a “downtown” clothing and skateboard store, Opposer immediately established itself as a brand known for its quality, style and authenticity; and as a style guide for youth customers all over the world under the acclaimed streetwear brand “SUPREME”.

8. Over 26 years, Opposer has expanded from its New York City origins into a global brand, working with generations of prominent artists, photographers, designers, and characters, all of whom have helped perpetuate the brand's unique identity. See Exhibit B.

9. *Vogue.com* has referred to Supreme as a “Fashion Superpower” and *GQ Magazine UK* discussed the “brand’s world domination.” The following are some quotes about the Opposer’s fame:

- *Supreme, an underground streetwear brand with 11 stores and a cult following, is now worth more than teen retailer Abercrombie & Fitch Co. ANF -4.42%, which has about 900 stores around the globe.* - The Wall Street Journal, 2017
- *[Retail] [p]rices are hardly astronomical (jeans are about \$130; hoodies, \$170), but Supreme cultivates the same covetous frenzy that might greet a new \$9,000 Hermès Birkin bag.* - The New York Times, 2012

10. The Council of Fashion Designers of America, Inc., the preeminent fashion and accessory designer trade association, awarded Supreme the 2018 Menswear Designer of the Year award, being preferred to fellow nominees such as Virgil Abloh for Off-White, Thom Browne, Tom Ford, and Raf Simons for Calvin Klein. See Exhibit C.

11. To commemorate the 20th anniversary of the SUPREME brand in April 2014, Supreme released the SUPREME Box Logo t-shirt which was first offered for sale and sold when Supreme opened its doors. See Figure 3.



Figure 3. Supreme 20th Anniversary t-shirt

12. SUPREME was recognized as “The Most Popular Brand on Grailed”. Complex.com reported on the ranking and stated that “Supreme is number 1 (again). No surprises at the top of the list.” See Exhibit D.
13. The Museum of Modern Art in New York City entered the original t-shirt design bearing the SUPREME Box Logo as depicted in Figure 3 into its 2017 “*Items: Is Fashion Modern?*” exhibition which “explores the present, past—and sometimes the future—of 111 items of clothing and accessories that have had a strong impact on the world in the 20th and 21st centuries—and continue to hold currency today.” See Exhibit E.
14. In Spring 2018, the Thyssen-Bornemisza Museum in Spain displayed a co-branded SUPREME and Louis Vuitton skateboard case in a Louis Vuitton “*Time Capsule*” exhibition. See Exhibit F.
15. Opposer is known for its “seemingly infinite collaborations” (according to *Vogue.com*) that expand far beyond traditional categories. According to Sotheby’s, “Artists such as Rammellzee, Mark Gonzales and Dash Snow would quickly become both friends and collaborators with Supreme, providing both inspiration and artwork for the store and products.” These collaborations have resulted in skate decks that are “highly coveted and collectible” and each “represents a moment in the brand’s quarter-century timeline.” See Exhibits B and G.
16. Opposer collaborated with *The New York Post* for a wraparound cover page, which sold out in record timing. See Figure 4. Jesse Angelo, the *New York Post*’s publisher told the *New York Times*, “We knew that this would be a collector’s item....Supreme is such a cool brand and we have so much affinity, to the design kinship of the logos, to being bold, and never shy, and New York-based.” The *New York Times* released its article stating that “A dramatic cover ad on the New York Post for the street wear company Supreme turned today’s tabloid into an impossible to find commodity.” See Exhibit H.



Figure 4. New York Post and Opposer's collaboration

17. Opposer exclusively sells its goods and accessories under the SUPREME Marks directly to consumers in numerous countries worldwide through its retail website at <www.supremenewyork.com>, which was created in September 2006, as well as Opposer's retail stores in France, Japan, UK and the US.

18. A number of factors contribute to the fame of the SUPREME Marks, including, among others: (1) the consistent and exclusive use of the SUPREME Marks over nearly the past 25 years in the United States and throughout the world, including in connection with apparel, bags, accessories, skateboard decks, streetwear-related products and other merchandise; (2) unsolicited media attention about the SUPREME brand; and (3) the worldwide sales of SUPREME branded goods in the hundreds of millions of U.S. dollars.

19. By reason of Opposer's extensive use of the SUPREME Marks, these marks have become famous and are an asset of substantial value to Opposer as a symbol of Opposer, its quality goods and services, and goodwill.

APPLICANT'S MARK

20. Upon information and belief, on May 22, 2020 Applicant filed with the USPTO Application Serial No. 88/929,628 for Applicant's Mark, which covers "Tops as clothing;

Bottoms as clothing; T-shirts; Sweatshirts; Jackets; Hats; Caps being headwear; Dresses; Shorts; Shirts; Pants; Skirts; Coats; Shoes” in International Class 25 and “Online retail store services featuring clothing, clothing accessories, and shoes” in International Class 35 based on an intent to use in commerce (collectively, the “Application”). See Exhibit I.

21. Upon information and belief, Applicant’s Mark contains Opposer’s identical word mark SUPREME and is used in the identical stylization of Opposer’s SUPREME Box Logo Mark. See comparison below.

Applicant’s Use	Opposer’s Use
	





22. Applicant's Mark, EMERPUS, is merely Opposer's SUPREME word mark spelled backwards. As shown above, Opposer has used its SUPREME Marks with the word "SUPREME" displayed backwards. Upon information and belief, Applicant's Mark is an effort to associate Applicant's goods and services with Opposer's well-known SUPREME brand.

23. The goods and services covered by the Application are identical to the goods and services offered under Opposer's SUPREME Marks.

DAMAGE TO OPPOSER

24. If Applicant were permitted to obtain a registration for Applicant's Mark, it would cause damage and injury to Opposer's business reputation and goodwill and would injure and impair Opposer's senior rights in its SUPREME Marks.

25. Applicant's Mark so resembles Opposer's SUPREME Marks, as to be likely, when applied to Applicant's goods and services, to cause confusion, or to cause mistake, or deception with the SUPREME Marks.

26. The aforesaid confusion, mistake and deception will generate the erroneous impression that Applicant's goods and services originate with Opposer or that Applicant's goods and services are authorized, licensed or endorsed by, or are connected or associated in some way with Opposer or the SUPREME Marks. Thus, any fault found with Applicant or Applicant's goods and services would adversely reflect upon and damage the SUPREME Marks and the valuable goodwill associated therewith.

27. Applicant's Mark, when applied to Applicant's goods and services, will dilute the distinctive quality of the SUPREME Marks, which have been famous since prior to the filing date of the Application or any alleged date of use in commerce of the Applicant's Mark.

28. For the above reasons, Opposer will be damaged by the registration of Applicant's Mark.

PRAYER FOR RELIEF

WHEREFORE, Opposer prays that this opposition be sustained, and that registration of Application Serial No. 88/929,628 be denied; and for such other and further relief as the Board deems just and proper.

Respectfully submitted,

Chapter 4 Corp. d/b/a Supreme

/s/ _____

Dated: January 26, 2021

By: Darci J. Bailey
General Counsel and Secretary of
Chapter 4 Corp. d/b/a Supreme

EXHIBIT A

United States of America

United States Patent and Trademark Office



Reg. No. 4,554,309

Registered June 24, 2014

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

CHAPTER 4 CORP. (NEW YORK CORPORATION), DBA SUPREME
121 WOOSTER STREET, 2F
NEW YORK, NY 10012

FOR: SKATEBOARD DECKS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 3-0-1996; IN COMMERCE 3-0-1996.

OWNER OF U.S. REG. NOS. 4,157,110 AND 4,240,456.

THE COLOR(S) RED AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "SUPREME" IN WHITE BLOCK LETTERS AGAINST
A RED RECTANGULAR BACKGROUND.

SEC. 2(F).

SER. NO. 85-868,116, FILED 3-6-2013.

SHAILA LEWIS, EXAMINING ATTORNEY



Nichelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,066,670

Registered Oct. 25, 2016

Int. Cl.: 18

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme ,
121 Wooster Street, 2F
New York, NY 10012

CLASS 18: All-purpose sports and athletic bags; duffel and travel bags; fanny packs and waist packs; backpacks; knapsacks; wallets

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

The color(s) red and white is/are claimed as a feature of the mark.

The mark consists of the word "Supreme" in white letters against a red rectangular background.

OWNER OF U.S. REG. NO. 4157110, 4240456

SER. NO. 86-225,910, FILED 03-19-2014
LINDA B ORNDORFF, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 4,504,231
Registered Apr. 1, 2014
Int. Cl.: 25

TRADEMARK
PRINCIPAL REGISTER

CHAPTER 4 CORP. (NEW YORK CORPORATION), DBA SUPREME
121 WOOSTER STREET, 2F
NEW YORK, NY 10012

FOR: CLOTHING, NAMELY, SHIRTS, T-SHIRTS, LONG-SLEEVED SHIRTS, UNDER SHIRTS, POLO SHIRTS, RUGBY SHIRTS, JERSEYS, DRESS SHIRTS, DENIM JEANS, HOODED SWEAT SHIRTS, WARM-UP SUITS, SNOW SUITS, PARKAS, CARDIGANS, PANTS, JEAN JACKETS, CARGO PANTS, SHORTS, BOXER SHORTS, TOPS, TANK TOPS, SWEAT SHIRTS, SWEAT JACKETS, SWEAT SHORTS, SWEAT PANTS, SWEATERS, VESTS, FLEECE VESTS, PULLOVERS, JACKETS, COATS, BLAZERS, SUITS, TURTLENECKS, REVERSIBLE JACKETS, WIND-RESISTANT JACKETS, SHELL JACKETS, SPORTS JACKETS, GOLF AND SKI JACKETS, HEAVY COATS, OVER COATS, TOP COATS, SWIMWEAR, BEACHWEAR, VISORS, HEADBANDS, EAR MUFFS, THERMAL UNDERWEAR, LONG UNDERWEAR, UNDERCLOTHES, CAPS, HATS, KNIT CAPS, HEADWEAR, SCARVES, BANDANAS, BELTS, NECKWEAR, TIES, ROBES, GLOVES, BOOTS, RAINWEAR, FOOTWEAR, SHOES AND SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-0-1994; IN COMMERCE 4-0-1994.

OWNER OF U.S. REG. NOS. 4,157,110 AND 4,240,456.

THE COLOR(S) RED AND WHITE IS/ARE CLAIMED AS A FEATURE OF THE MARK.

THE MARK CONSISTS OF THE WORD "SUPREME" IN WHITE BLOCK LETTERS AGAINST A RED RECTANGULAR BACKGROUND.

SER. NO. 85-868,093, FILED 3-6-2013.

SHAILA LEWIS, EXAMINING ATTORNEY



Nichelle K. Lee
Deputy Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,135,327

Registered Feb. 07, 2017

Int. Cl.: 35

Service Mark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme ,
121 Wooster Street, 2F
New York, NY 10012

CLASS 35: Retail stores, on-line ordering services and on-line retail store services, and retail store services available through computer communications, featuring clothing, footwear, headwear, bags, wallets and skateboard decks

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

The color(s) red and white is/are claimed as a feature of the mark.

The mark consists of the word "Supreme" in white block letters against a red rectangular background.

OWNER OF U.S. REG. NO. 4157110, 4504231, 4240456

SER. NO. 86-691,492, FILED 07-13-2015
KAREN DINDAYAL, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SUPREME

Reg. No. 5,066,669

Registered Oct. 25, 2016

Int. Cl.: 18

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme ,
121 Wooster Street, 2F
New York, NY 10012

CLASS 18: All-purpose sports and athletic bags; duffel and travel bags; fanny packs and waist packs; backpacks; knapsacks; wallets

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4157110, 4240456

SER. NO. 86-225,879, FILED 03-19-2014
LINDA B ORNDORFF, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SUPREME

Reg. No. 5,135,326

Registered Feb. 07, 2017

Int. Cl.: 35

Service Mark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme ,
121 Wooster Street, 2F
New York, NY 10012

CLASS 35: Retail stores, on-line ordering services and on-line retail store services, and retail store services available through computer communications, featuring clothing, footwear, headwear, bags, wallets and skateboard decks

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4157110, 4504231, 4240456

SER. NO. 86-691,471, FILED 07-13-2015
KAREN DINDAYAL, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

United States of America
United States Patent and Trademark Office

SUPREME

Reg. No. 4,240,456

Registered Nov. 13, 2012

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

CHAPTER 4 CORP. (NEW YORK CORPORATION), DBA SUPREME
121 WOOSTER STREET, 2F
NEW YORK, NY 10012

FOR: SKATEBOARD DECKS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 3-0-1996; IN COMMERCE 3-0-1996.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

SER. NO. 85-424,722, FILED 9-16-2011.

STEVEN JACKSON, EXAMINING ATTORNEY



David J. Kyffers

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SUPREME

Reg. No. 4,157,110

Registered June 12, 2012

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

CHAPTER 4 CORP. (NEW YORK CORPORATION), DBA SUPREME
121 WOOSTER STREET, 2F
NEW YORK, NY 10012

FOR: CLOTHING, NAMELY, SHIRTS, T-SHIRTS, LONG-SLEEVED SHIRTS, UNDER SHIRTS, POLO SHIRTS, RUGBY SHIRTS, JERSEYS, DRESS SHIRTS, DENIM JEANS, HOODED SWEAT SHIRTS, WARM-UP SUITS, SNOW SUITS, PARKAS, CARDIGANS, PANTS, JEAN JACKETS, CARGO PANTS, SHORTS, BOXER SHORTS, TOPS, TANK TOPS, SWEAT SHIRTS, SWEAT JACKETS, SWEAT SHORTS, SWEAT PANTS, SWEATERS, VESTS, FLEECE VESTS, PULLOVERS, JACKETS, COATS, BLAZERS, SUITS, TURTLENECKS, REVERSIBLE JACKETS, WIND-RESISTANT JACKETS, SHELL JACKETS, SPORTS JACKETS, GOLF AND SKI JACKETS, HEAVY COATS, OVER COATS, TOP COATS, SWIMWEAR, BEACHWEAR, VISORS, HEADBANDS, EAR MUFFS, THERMAL UNDERWEAR, LONG UNDERWEAR, UNDERCLOTHES, CAPS, HATS, KNIT CAPS, HEADWEAR, SCARVES, BANDANAS, BELTS, NECKWEAR, TIES, ROBES, GLOVES, BOOTS, RAINWEAR, FOOTWEAR, SHOES AND SNEAKERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-0-1994; IN COMMERCE 4-0-1994.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-424,627, FILED 9-16-2011.

STEVEN JACKSON, EXAMINING ATTORNEY



David J. Kyjars

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,763,658

Registered May 28, 2019

Int. Cl.: 18

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme
62 King Street
New York, NEW YORK 10014

CLASS 18: Book, carry-on, gym, shoulder and tote bags; satchels; luggage; luggage tags; trunks; suitcases; bags sold empty; men's clutches; business card cases; calling and credit card cases; key cases; leather key chains; billfolds; umbrellas

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

The color(s) red and white is/are claimed as a feature of the mark.

The mark consists of the word "Supreme" in white letters against a red rectangular background.

OWNER OF U.S. REG. NO. 4157110, 4240456

SER. NO. 86-225,846, FILED 03-19-2014



Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SUPREME

Reg. No. 5,775,727

Registered Jun. 11, 2019

Int. Cl.: 18

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme
62 King Street
New York, NEW YORK 10014

CLASS 18: Book, carry-on, gym, shoulder and tote bags; satchels; luggage; luggage tags; trunks; suitcases; bags sold empty; men's clutches; business card cases; calling and credit card cases; key cases; leather key chains; billfolds; umbrellas

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4157110, 4240456

SER. NO. 86-225,786, FILED 03-19-2014



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office



Reg. No. 5,592,852

Registered Oct. 30, 2018

Int. Cl.: 25

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme
121 Wooster Street, 2f
New York, NEW YORK 10012

CLASS 25: Clothing, namely, shirts, t-shirts, tank tops, sweat shirts, long-sleeved shirts, under shirts, denim jeans, hooded sweat shirts, boxer shorts, tops, sweat jackets, sweat shorts, sweat pants, sweaters, long underwear, underclothes, caps, hats, knit caps, headwear, footwear, shoes and sneakers

FIRST USE 3-1-2006; IN COMMERCE 3-1-2006

The color(s) red and white is/are claimed as a feature of the mark.

The mark consists of a red square containing the verbiage "SUP" in white letters.

OWNER OF U.S. REG. NO. 4504231

SEC.2(F)

SER. NO. 87-208,480, FILED 10-19-2016



Andrei Iancu

Director of the United States
Patent and Trademark Office

United States of America

United States Patent and Trademark Office

SUPREME

Reg. No. 6,048,267

Registered May 05, 2020

Int. Cl.: 9

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme
62 King Street
New York, NEW YORK 10014

CLASS 9: Eyewear; sunglasses; sports eyewear; cases for eyewear, sunglasses and sports eyewear; sports goggles; cases for mobile phones; cell phone backplates; cell phone cases; cell phone covers; portable satellite radios

FIRST USE 4-00-2007; IN COMMERCE 4-00-2007

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 4504231, 4157110, 4240456

SER. NO. 87-932,224, FILED 05-22-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office



Reg. No. 5,801,848

Registered Jul. 09, 2019

Corrected Apr. 28, 2020

Int. Cl.: 9

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme
62 King Street
New York, NEW YORK 10014

CLASS 9: Eyewear; sunglasses; sports eyewear; cases for eyewear, sunglasses and sports eyewear; sports goggles; cases for mobile phones; cell phone backplates; cell phone cases; cell phone covers; cell phone straps; portable satellite radios

FIRST USE 4-00-2007; IN COMMERCE 4-00-2007

The color(s) red and white is/are claimed as a feature of the mark.

The mark consists of the word "Supreme" in white block letters against a red rectangular background.

OWNER OF U.S. REG. NO. 4504231, 4157110, 4240456

SER. NO. 87-932,218, FILED 05-22-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office



Reg. No. 6,043,450

Registered Apr. 28, 2020

Int. Cl.: 18

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme
62 King Street
New York, NEW YORK 10014

CLASS 18: Book, carry-on, gym, shoulder and tote bags; luggage; luggage tags; trunks being luggage and suitcases; suitcases; toiletry bags sold empty; toiletry and vanity cases sold empty; tool bags sold empty; business card cases; calling and credit card cases; billfolds; umbrellas

FIRST USE 4-00-1994; IN COMMERCE 4-00-1994

The color(s) red and white is/are claimed as a feature of the mark.

The mark consists of the word "Supreme" in white block letters against a red rectangular background.

OWNER OF U.S. REG. NO. 4504231, 5066670, 5066669

SER. NO. 88-199,285, FILED 11-19-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office



United States of America

United States Patent and Trademark Office



Reg. No. 6,146,273

Registered Sep. 08, 2020

Int. Cl.: 16

Trademark

Principal Register

Chapter 4 Corp. (NEW YORK CORPORATION), DBA Supreme
62 King Street
62 King Street
New York, NEW YORK 10014

CLASS 16: stickers

FIRST USE 5-00-1994; IN COMMERCE 5-00-1994

The color(s) red and white is/are claimed as a feature of the mark.

The mark consists of the word "Supreme" in white letters against a red rectangular background.

SER. NO. 88-777,646, FILED 01-29-2020



A handwritten signature in cursive script, appearing to read "Andrei Iancu".

Director of the United States
Patent and Trademark Office



EXHIBIT B

VOGUE MAGAZINE

Charting the Rise of Supreme, From Cult Skate Shop to Fashion Superpower

AUGUST 10, 2017 11:00 AM

by ROBERT SULLIVAN | *photographed by* ANTON CORBIJN



Got Wheels Supreme skaters Javier Nunez and Tyshawn Lyons, model Paloma Elsesser, Jen Brill, skater Tyshawn Jones, Chloë Sevigny, skaters Sean Pablo Murphy and Mark Gonzales, all wearing a mix of Supreme and their own clothing.

Photographed by Anton Corbijn, *Vogue*, September 2017

James Jebbia, the man who, in 1994, founded and to this day runs the SoHo-based company that has been making clothing and skateboards and a lot of other things that the people who love it absolutely have to have, doesn't think of Supreme the way most people in fashion might—as a brand that started out in a small store on Lafayette Street and has since inched its way to legendary global status. He thinks of Supreme more as a space. When Jebbia was a teenager in Crawley, West Sussex, in the eighties, working at a Duracell factory, listening to T. Rex and Bowie on breaks and spending his spare cash on trips to London to buy clothes, it was always in a certain elusive kind of store—one that became the model for Supreme.

“The cool, cool shop,” says Jebbia, who is 54 and dressed in jeans and a plain dark-blue T-shirt, label-free and low-key, with closely cropped hair and deep blue eyes. “The shop that carries the cool stuff that everybody was wearing—no big brands or anything.”

His office a few blocks west of the Supreme store is adorned with a skateboard designed by Raymond Pettibon; some drawings by Jebbia's kids, age 8 and 10; and a larger-than-life-size portrait of James Brown—whom Jebbia, crucially, sees as not just the hardest-working man in showbiz but as a guy who never played down to his audience. Jebbia is, likewise, ever-mindful of his customer, who is generally aged eighteen to 25 and wants simply to buy cool stuff—and who will pay for it, assuming it's worth it.

Of course, what began as a generally male-focused enterprise has, with more and more frequency, been co-opted by women—mirroring both the rise of girl skaters and youth culture's impressively genderless

approach to dressing and living. (The recent surfeit of off-duty models posting Instagrams of themselves lounging, living, and partying in Supreme has only added fuel to the fire.)

“My thing has always been that the clothing we make is kind of like music,” Jebbia says. “There are always critics that don’t understand that young people can be into Bob Dylan but also into the Wu-Tang Clan and Coltrane and Social Distortion. Young people—and skaters—are very, very open-minded . . . to music, to art, to many things, and that allowed us to make things with an open mind.”

Recently the fashion world has been waking up to Supreme. In the past decade, the company has opened stores in Tokyo, London, and Paris, while the passionate devotion of their customers has brought it into the conversation with both teenagers at skateboard parks and the front rows of high fashion—with Paris in particular swooning over Supreme’s collaboration this fall with Louis Vuitton. Jebbia loved working with Kim Jones, Vuitton’s menswear designer, to make skateboard trunks and backpacks, bandannas and gloves, shirts and jackets. The feeling was mutual.

“When you see the lines for Supreme in New York or London,” says Jones, “you see so many different types of people, and they are people you can relate to—they understand high-low, they’re smart, they’re intelligent, and they’re humorous. They know what they want, and they are very loyal—and a customer who is loyal is a real aspiration for anybody with a brand.”

The Vuitton collaboration was also, for many in fashion, their first glimpse into the secretive world of Supreme, which has become a kind of

shorthand for authenticity, immediacy, speed, and deftness in its way of doing business. More than just selling sweats and tees and hats, the brand brings out a new collection two times a year, like any fashion company—generally, an online look-book, followed by a few pieces dropped every Thursday, each item available both online and in the stores. A Supreme drop, for those who haven't experienced it, is an event. "We can have a leather jacket for \$1,500, and if it's a good value, young people will understand that," Jebbia says. "But we also want to have the feeling that this won't be here in a month. When I grew up, I think everybody felt that way. It's like, If I love this, it may not be here, so I should buy it."

If Jebbia was anxious to get press when he started, now he worries about overexposure. Supreme keeps advertising to a minimum and works with people like Sage Elsesser, the pro skater, who models for its look-book. Elsesser is the kind of person marketers think of as an influential outsider but whom customers see as just a cool skater. "Supreme is family-oriented, and that matters most to me," says Elsesser. Supremeheads understand the nuances of marketing nonsense; their nose, both for corporations pretending to be human and for brands trying to throw themselves at potential customers, is highly refined, a reason Supreme uses social media primarily as an exhibit space. "We're not trying to overconnect ourselves," Jebbia says. "We're just trying to show people things that we do—no different from what a magazine did 20 years ago." (They published six issues of their own magazine before developing their website around 2006.)



At His Own Speed Founder James Jebbia at the Supreme office in SoHo.

Photographed by Anton Corbijn, *Vogue*, September 2017

Nothing about Supreme was planned in advance, its success a coincidence of place, time, and hard work. By the time he was nineteen, Jebbia had left England and was a sales assistant at a SoHo store called Parachute. From there, he worked a table at the nearby flea market, then founded a store, Union, on Spring Street that sold British goods and streetwear. Union did well enough until it began to sell clothing designed by Shawn Stüssy, the skateboarder and surfer, at which point it did great. Next, Jebbia helped run a shop with Stüssy until Stüssy decided to retire. “Now what the hell am I going to do?” he recalls asking himself.

“I always really liked what was coming out of the skate world,” Jebbia says. “It was less commercial—it had more edge and more fuck-you type stuff.” So he decided to open his own skate shop on Lafayette Street. Lafayette was then a relatively quiet strip of antiques stores, a firehouse, and a machinist, but also a Keith Haring shop—a downtown art-scene connection that, in hindsight, was key. Jebbia built a spare space (the very notions of spare and clean soon becoming Supreme trademarks), then brought in good skateboards, cranked the music, and played videos constantly—wildly disparate things like Muhammad Ali fight videos and *Taxi Driver*—to draw onlookers.

The kids he employed, often skateboarders themselves, were cool, opinionated—and, yes, often scowling at the uncool—but allowed outsiders a view into their clique. The very first employees were extras in Larry Clark’s film *Kids*, written by Harmony Korine, who lived in the neighborhood and recalls Supreme as less of a store, more of a hang—though within a year, designers from uptown as well as Europe and Japan were paying attention. “They were easy adapters to a kind of dissonance, where you have several things at different points on the cultural spectrum that are all connected by a kind of aesthetic or vibe,” says Korine. Supreme started a magazine featuring the faces of the young downtown scene—Chloë Sevigny, Ryan McGinley, Mark Gonzales—a mix of models, artists, skaters. “James tapped into a secret sauce,” Korine continues, “and they’ve kept strong because youth propels the culture, and they are always on the side of the youth. You can’t fake that.”

Initially, Supreme made only a few T-shirts. Then their customers arrived wearing Carhartt matched with Vuitton, Gucci with Levi’s. Soon Supreme tried a cotton hoodie, realizing that if it was simply made a little

better than what was out there, skaters would be willing to pay a little more for it. According to Jebbia, this sort of thinking isn't unique to skate culture. "Gucci is saying, 'Hey—just because you're young doesn't mean you won't love this \$800 sweatshirt,'" he says. Jebbia can't say enough about designers who respect young buyers rather than simply use them to attract press. The genius of Alessandro Michele, Gucci's creative director, as he sees it, is that he doesn't just show young people wearing pieces on the runway; he hopes they'll actually wear them as they go about their lives. "He's creating exciting products for right now—today," Jebbia says.

The hoodies worked, as did the fitted caps they tried next. Collaborations came early on, with artists making work for skateboard decks, as well as for T-shirts and other clothing. The painter Lucien Smith credits Supreme's intimacy. "A lot of people don't understand that this is a supersmall group of people who are just working on that original idea—that it is a skate shop," he says.

The list of artists who have worked with Supreme over the last two decades could fill a gallery space: Christopher Wool, Jeff Koons, Mark Flood, Nate Lowman, John Baldessari, Damien Hirst—even Neil Young. But the collaboration that changed everything was the line of tees, shoes, and shirts produced with *Comme des Garçons*, in 2012. "I think that opened a lot of doors, a lot of eyes," Jebbia says.

"I have never met anyone with such a strong, single-minded vision who has always stayed close to his sense of values," says Adrian Joffe, president of *Comme des Garçons* and Rei Kawakubo's husband. "That's

why our collaboration was so meaningful—and why the growth of Supreme has in a way mirrored our own.”

Spend some time with Jebbia and you get to know his own favorite brands, which include well-known names like Patagonia along with a few you are not likely to have heard of, like Antihero, a skateboard company. “They’re very below the radar,” he says, “but they are very pure in what they do—I hold them in as much esteem as I do Chanel or Vuitton.”

I think a lot of brands reach a point where they say, We kind of have a formula—we’ve got it made,” he says. “Our formula is there’s no formula.” He mentions his wife, Bianca, who grew up in Elmhurst, Queens, in a Chilean family and raises their children at their apartment in Lower Manhattan. “She’ll shop at Prada, she’ll shop at Chanel—and then she’ll shop at Uniqlo and she’ll wear something from Supreme,” Jebbia says. “And it’s not ‘Look at me dumbing this stuff down.’ She’s just wearing what she likes, and I think that people are more like that now.”

On one recent morning in his office, Jebbia stepped up from his desk and went out for coffee, passing through the studio from which the new Supreme motorized street bike was about to drop, the latest in the seemingly infinite collaborations—this one with Coleman. The space is big and open and white-walled and has the feeling of a workshop. The office staff—an industrious, no-frills team of about 40—is dressed elegantly but practically as they prepare to release their new Comme des Garçons Nike Air Force 1s, the long lines on Lafayette Street still a day or two from forming.

Out on the street, he offered a tour through his own history. “Parachute was there,” he says, “and Comme des Garçons had a store there. . . .”

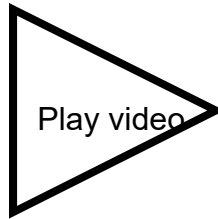
He pointed up. “I love that Alex Katz lives up there,” he says. “People can talk shit about the neighborhood, but I really think it’s one of the most vibrant places in the world.”

Jebbia doesn’t have a title. “My wife keeps saying I should just call myself founder, but I don’t know,” he says. “ ‘Just tell em I run a skate shop’ is how I usually put it. But I guess I kind of direct things.” He likes to stay out of categories, to be free of market demands. Growth, for instance, is something he is focused on, but at the Supreme pace: slow, but quick enough to satisfy customer demand. “We don’t want people to think we are a tricky, hard-to-get brand,” he says. “We can only do so many things,” he says. “The hat factory we use can only make so many hats.” Jebbia is also wary of anything that will raise his overhead or put his ability to take risks at risk. “We’re making stuff we’re proud of,” he says, “not doing stuff to stay alive. I don’t think enough people take risks, and when you do, people respond—in music, in art, in fashion.”

As we walk, Jebbia is greeted by people from the neighborhood, and when at last we sit he seems to almost relax for a minute talking about his weekends—which are, he stresses, decidedly unglamorous. “The kids have a lot of homework,” he says, “and I actually like not having any plans.” As with his stores, he likes to keep life clean and simple—dinner with his wife and kids, and maybe a weekend visit to MoMA. “I don’t have this lavish lifestyle,” he says, “so I don’t have this massive overhead.”

And with that, he’s back to being wary. “I’ve seen brands get comfortable,” he says, “but I’ve never felt comfortable. I’ve always felt every season could be our last.”

EXHIBIT C



CFDA FASHION AWARDS

IN PARTNERSHIP WITH SWAROVSKI

Each June, the international fashion community honors the best and brightest in American design at the CFDA Fashion Awards. Founded in 1981, they are the highest honor in fashion and recognize the outstanding contributions made to American fashion in womenswear, menswear, accessories and emerging talent, as well as journalism, creative vision, personal style, positive change, and lifetime achievement.

Nominations for each award category are submitted by the CFDA Fashion Awards Guild, an invitation-only network made up of the 500+ members of the CFDA, along with top fashion retailers, journalists, stylists and influencers. The nominees as well as recipients of the honorary awards are ratified by the CFDA Board of Directors. The Guild also votes for the winners for Womenswear, Menswear and Accessory Designer of the Year, as well as the unified Swarovski Award for Emerging Talent.

The 2018 CFDA Fashion Awards, in partnership with Swarovski for the 17th year, will be hosted by Issa Rae on Monday, June 4, at the

Brooklyn Museum.

The official partners of the 2018 CFDA Fashion Awards include: Official Carpet Sponsor ECONYL® x ege; Official Hydration Partner LIFEWTR; Official Ride Share Partner Lyft; Official Champagne Sponsor Perrier-Jouët featuring Belle Epoque Rosé; Official Spirit Sponsor Maestro Dobel Tequila, and Official Hair Sponsor Pureology.

2018 WINNERS

CFDA AWARDS

WOMENSWEAR DESIGNER OF THE YEAR

WOMENSWEAR DESIGNER OF THE YEAR

RAF SIMONS CALVIN KLEIN

SUPREME

Share





OF THE YEAR

MENSWEAR DESIGNER OF THE YEAR

SUPREME

NOMINEES

View all
RAF SIMONS Calvin Klein Lookbook

VIRGIL ABLOH Off-White Lookbook

SUPREME Lookbook

THOM BROWNE Thom Browne Lookbook

TOM FORD Tom Ford Lookbook

SWAROVSKI AWARD FOR EMERGING TALENT

SWAROVSKI AWARD FOR EMERGING TALENT

SANDER LAK SIES MARJAN

NOMINEES

[View all](#)

MIKE AMIRI Amiri Lookbook

LAURA VASSAR BROCK AND KRISTOPHER BROCK Brock Collection Lookbook

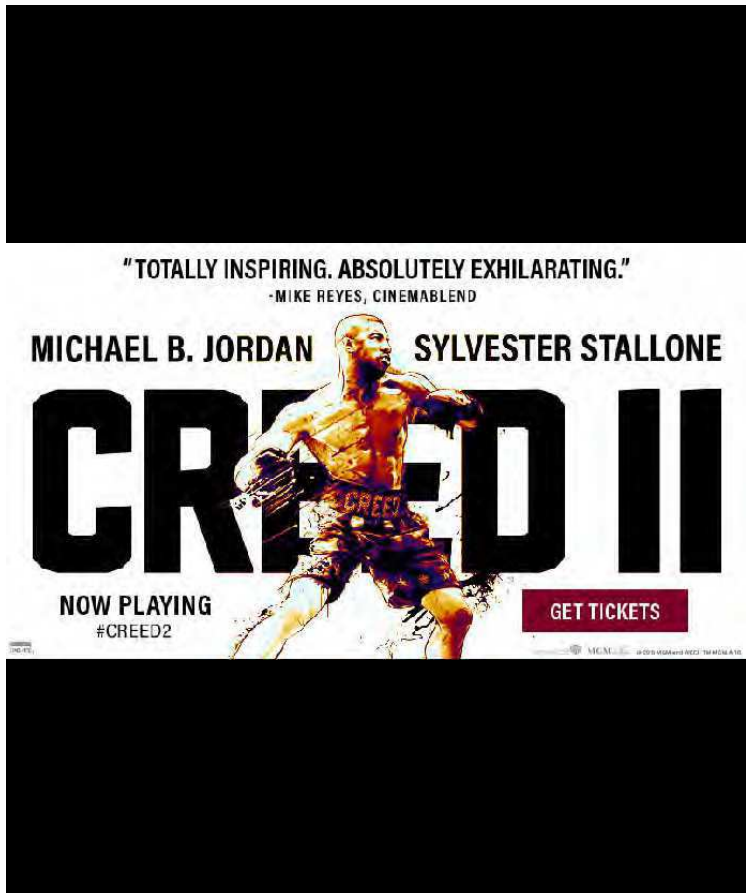
AURORA JAMES Brother Vellies Lookbook

KERBY JEAN-RAYMOND Pyer Moss Lookbook

SANDER LAK Sies Marjan Lookbook

HONOREES

EXHIBIT D





COMPLEX

Music

Style

Pop Culture

Sports

Life

Sneakers

Shows



Image via Supreme

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Let'sge tt heo bviouso uto ft hew ay.S upremei sn umber1 (again).N os urprisesa tt he topo ft hel ist.T hes treetweare mpireh adi tselb a b igy earh ighlightedb yt he [opening ofa n ewl ocationi nB rooklyn](#), [collaborationw ithL ouisV uitton](#),a ndb eings eeno n

OPEN

COMPLEX

COM
PLEX

Music

Style

Pop Culture

Sports

Life

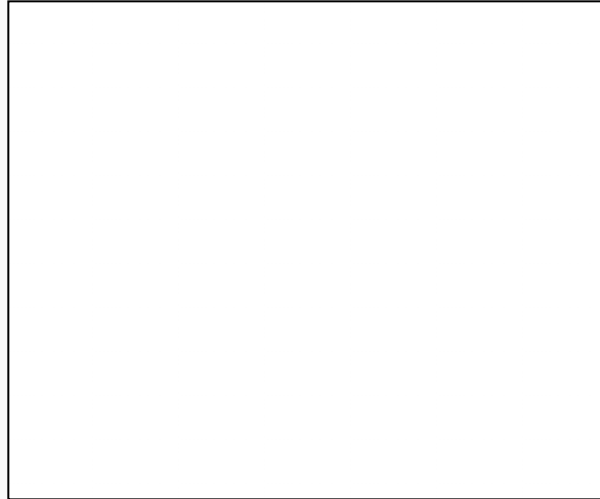
Sneakers

Shows



doesn't seem like Supreme will be dethroned anytime soon.

POST CONTINUES BELOW



.@Grailed names their 30 most popular brands of 2017: <https://t.co/icGl8ajH7Vpic.twitter.com/Z7h6ZjfFsm>

— Highsnobiety (@highsnobiety) December 29, 2017

Speaking of Supreme, Louis Vuitton also saw a rise in popularity this year, thanks to its collaboration with Kanye West. In 2016, the desire for the Supreme LV collaboration peaked when it was first announced, with the number of items sold increasing significantly.

Adidas maintained its number two spot, largely due to the "Kanye Effect," but also thanks to its collaboration with Pharrell Williams, a new wave of other big brands like Nike and clothing brands.

Virgil Abloh also made a name for himself in 2017. His Off-White collection from the 90s put him on a pedestal, and he quickly became a popular "The Ten" release with Nike. By association, the Supreme brand saw a rise in popularity, jumping from 6 to 3.

OPEN

COM
PLEX

EXHIBIT E

Items Is Fashion Modern?





October 1, 2017–January 28, 2018 The Museum of Modern Art

- [Exhibition](#)
- The Museum of Modern Art, Floor 6

Items: Is Fashion Modern? explores the present, past—and sometimes the future—of 111 items of clothing and accessories that have had a strong impact on the world in the 20th and 21st centuries—and continue to hold currency today. Among them are pieces as well-known and transformative as the Levi's 501s, the Breton shirt, and the Little Black Dress, and as ancient and culturally charged as the sari, the pearl necklace, the kippah, and the keffiyeh. *Items* will also invite some designers, engineers, and manufacturers to respond to some of these indispensable items with pioneering materials, approaches, and techniques—extending this conversation into the near and distant futures, and connecting the history of these garments with their present recombination and use. Driven first and foremost by objects, not designers, the exhibition considers the many relationships between fashion and functionality, culture, aesthetics, politics, labor, identity, economy, and technology.

The *Items: Is Fashion Modern?* exhibition catalogue, by Paola Antonelli and Michelle Millar Fisher, is [available now](#). The [catalogue index](#) is also available as a PDF.

Organized by Paola Antonelli, Senior Curator, and Michelle Millar Fisher, Curatorial Assistant, Department of Architecture and Design.

- [See selected #ItemsMoMA Instagram submissions](#) 
- [Read a related blog post at INSIDE/OUT, a MoMA/MoMA PS1 blog](#) →
- [Read the *Items: Is Fashion Modern?* publication on Medium](#) 
- [See the full list of 111 items](#) 
- [Sign up for our free online course, Fashion as Design, on Coursera](#) 
- [In conjunction with the People's Studio](#) →
- [In conjunction with An archive of everything worn to MoMA from November 1, 2017, to January 28, 2018](#) →



[Items: Is Fashion Modern?](#)

[Hear from a range of designers, makers, historians, and others working with clothing every day—and, in some cases, reinventing it for the future. 18 audios](#)



MoMA's First Fashion Exhibit in 73 Years Includes Supreme, Kaepernick, and Yeezy



BY **TRACE WILLIAM COWEN**

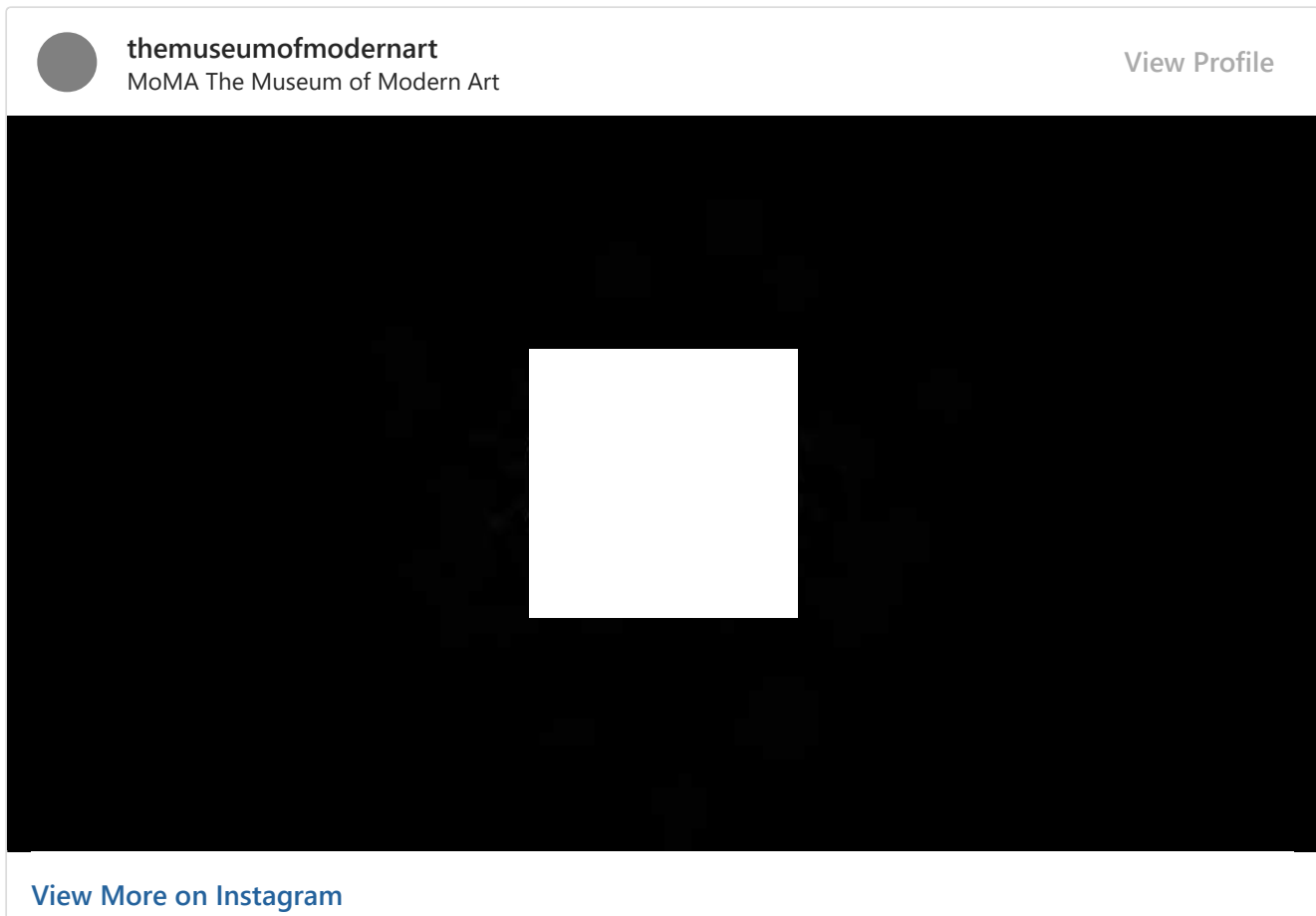
Trace William Cowen is a writer based in Los Angeles. He tweets with dramatic irregularity ...

🕒 SEP 28, 2017

SHARE

TWEET

STYLE



Video via @themuseumofmodernart

Noq uestiona bouti t, **fashioni sa rt**.S till,m oret hans evend ecadesh avep asseds ince the **Museumo fM odernA rt**'sl astf ashion-focusede xhibit.F ort hen ew **Items: Is Fashion Modern?**e xhibit,t heM oMAi sp resenting1 1p ieceso fc lothinga nd accessoriest hath avec hangedt hew orld.T hec ulatedp ieces,a llt akenf romt he2 0th and2 1stc enturies,i ncludea v arietyo ft raditionalc lassicsa ndm orer ecentc reations.

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Image via MoMA/Highsnobiety



Image via MoMA



Image via MoMA



STYLE



Image via MoMA



Image via Instagram

The exhibit's name is a callback to the MoMA's last fashion exhibit, *Are Clothes*

STYLE

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POST CONTINUES BELOW



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We Are Sorry,

This video has been
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RELATED

Kanye West Will Not Unveil Yeezy Season 6 at Paris Fashion Week

STYLE

EXHIBIT F



ASÍ SE LLEVA LA CAZADORA DE AVIADOR ESTA TEMPORADA

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| FASHION

From the pipe of Louis Vuitton to Supreme: this is how masculine elegance has changed in the last 160 years

Louis Vuitton brings together a century and a half of travel, fashion and luxury items in an exhibition that will turn the Thyssen-Bornemisza museum in Madrid into a living encyclopedia of men's dressing.



Louis Vuitton x Supreme O / I 2018.
© Getty Images

FASHION



a simple complement to reveal what it seems. With more than 160 years of history, the most famous maison of luxury items in France accumulates a physical and intangible heritage that challenges the obvious. In that

microcosm do not govern earthly laws, but rules drafted by such illustrious citizens as **Audrey Hepburn** , **Catherine Deneuve** , **Alain Delon** , **Jane Fonda** or the very [Virgil Abloh , new creative director of the male division of the firm](#) .

Before the globalization, the clients of this Parisian house already knew the universal language of the art of traveling, the sporting glory or the materialization of the beauty. Through its famous trunks, suitcases and other leather products - and with its presence in the most important events of recent history, from **Hollywood** to **Roland Garros** -, this celestial body acts today as a tireless dynamo. In the asteroid projected by **Antoine de Saint-Exupéry** there were "good herbs and bad herbs and, therefore, seeds of both," but in Louis Vuitton's, more luminous than that, there is only one of the first.

IÑAKI LAGUARDIA

10 · 04 · 2018 | 17: 08h

Reading: **5 minutes**

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MODA | Así se lleva la cazadora de aviador esta temporada

GQ PARA PRIMARK



ASÍ SE LLEVA LA CAZADORA DE AVIADOR ESTA TEMPORADA

#GQparaPrimark

From 1854 to 1913

FASHION



precursors of suitcases- and soon a gap was made between the European aristocracy and the bourgeoisie. His

presence in the universal exhibitions of Paris (1867) and Chicago (1893) led to the international celebrity of the brand and, with it, the indiscriminate copying of its most famous canvases, the **Trianon** and the **Damier** .

At the end of the 19th century, the industrialization of Western societies simplified male clothing - until then very focused on the military and the nobility - and men adopted a less centered approach to ornamentation. Little by little new styles of **tailoring were** introduced - the tail is born - as well as starched collars and pocket handkerchiefs. At that time accessories for men could be summarized in three pillars: **suitcases** , **hats** and paraphernalia for **smokers**. Louis Vuitton sold his famous wooden pipes.



Steamer bag in cotton canvas (1935) and travel case in Monogram canvas (1955).

© DR

From 1914 to 1950

After mastering the creation of trunks to travel by train, Louis Vuitton anticipated the development of automobile transport and launched designs such as the **Roof Trunk** - for the roof of the car - or the **Driver's Bag** - **driver's** bags. On the other hand, the transoceanic trips inspired the birth of the **Steamer Bag**- ideal to keep under the bed of a cabin-; and the plane, the arrival of the **Aero Trunk** and the **Aviette** .



**ASÍ SE LLEVA LA
CAZADORA DE AVIADOR
ESTA TEMPORADA**

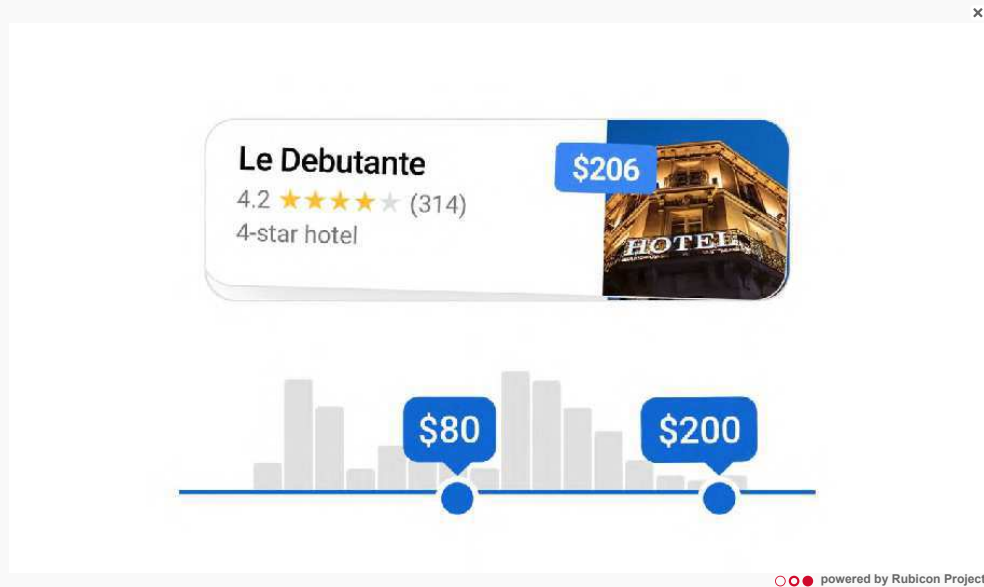
FASHION



In the first decades of the twentieth century men faced two world wars and innumerable changes in their dressing. **The 20s** were those of the contemporary costume in its three-piece version; the 30s, those of Eduardo VIII and the abolition of the frock coat in favor of the chaqué; and the 40s, those of the consolidation of the two-piece suit.

From 1951 to 2010

The postwar period for Louis Vuitton was the time of its strengthening as a benchmark for world luxury. His treatment of the skin and the enlargement of his catalog -small luggage, purses, handbags and purses- reinforced his prestige among the men of the five continents. In 1987, **Louis Vuitton and Moët Hennessy** decided to unite their destinies to create the most exclusive group on the planet. The expansion of the stores and the launch in 1997 of the first line 'prêt-à-porter' - with Marc Jacobs as creative director - turned Louis Vuitton into a global fashion firm.





V man bag in Nomade leather (2012) and backpack designed by Marc Newson for the 'Celebrating Monogram' collection (2014).

© DR

From 2011 to 2018

It was not until the present decade that the French house launched men's accessories in a limited edition, such as the **V leather bag Nomade** (2012) or **the backpack designed by Marc Newson** (2012). Collaborations with artists such as Stephen Sprouse or Takashi Murakami paved the way for the signing of **Kim Jones** as creative director of the men's line of the firm in 2011 and that of **Nicholas Ghesquière** in 2013 for women. It was Jones who last year changed the history of luxury forever when he presented the collaboration with Supreme, the most famous streetwear firm in the world. Suddenly, two irreconcilable worlds were united forever. Its first consequence? The signing of **Virgil Ablo** to take charge of the division of man of the house, perhaps the creator who best embodies the values of 'streetluxe' today.



**ASÍ SE LLEVA LA
CAZADORA DE AVIADOR
ESTA TEMPORADA**

FASHION





Wool backpack, cotton canvas and leather designed by Kim Jones.

© DR

Time Capsule

All this garden that we have just explained is what will sprout this spring at the **Thyssen-Bornemisza Museum in Madrid**. The luxury firm has selected the best of its material legacy and has arranged it in a historical tour that receives the name of **'Time Capsule'**. The exhibition, which has already passed through other capitals of the world, finally arrives in our country to offer us a trip with a return ticket. The recipients of your message? All lovers of luxury and, above all, millennials, who will be able to discover the history of first-hand luxury.

Divided into several rooms, it will show, among other things, the artisan know-how that has been in force since 1854. Without forgetting Louis Vuitton's commitment to sport - football and rugby world championships included - through sponsorship of tournaments or the design of trophies, cases and even balls. Who said we were alone in the universe? **This time capsule is the definitive proof that other planets exist. And some are infinite.**

The own codes or the development of the concept of the elegance are some of the subjects that will treat the sample **'Louis Vuitton Time Capsule'**. **From April 17 to May 15, 2018**, the Thyssen-Bornemisza Museum (Paseo del Prado, 8) will host this selection of icons and documents that delve into more than a century of history. It can be visited from Tuesday to Sunday, from 10 am to 7 pm (Saturday, from 10 am to 9 pm, and Monday, from 12 am to 4 pm). Admission is free. For more information, visit louisvuitton.com.

FASHION



EXHIBIT G

ONLINE AUCTIONS



Own the Entire Supreme Skateboard Collection, Now Open for Bidding

BY ROSS WILSON | JAN 11, 2019

Now entering its 25th year, Supreme is currently regarded as one of the leading and most desired multicultural lifestyle brands on the planet. Fusing the worlds of art, music, sports, political commentary, fashion, controversy alongside a deep-rooted love of New York City, the independent brand has carved out a distinct aesthetic that transcends that of a traditional skateboard company.

Supreme Meets Sotheby's: The Complete Collection of Skateboard Decks



Supreme was originally a solitary skateboard store on (the once mainly-deserted) Lafayette Street in Soho, downtown Manhattan. Opening in April 1994, the store's British-born owner James Jebbia wanted to create a space that the young skateboarders of New York City could use as a hangout to watch skate videos and then hit up the city's various skate spots such as Astor Place and the Brooklyn Banks, while also selling high quality merchandise. Alongside notable skate hardware brands, Supreme also carried their own in-house eponymous clothing line to provide sartorial skateboarders with apparel that was a cut above the standard mass-produced skate brands of the time. The clothing paid homage to the styles New York skaters would wear such as Polo Ralph Lauren, Levi's and Champion, and was produced in small runs to avoid excess stock. Supreme's graphics would take inspiration from interests that resonated with their tight-knit crew like punk, reggae, soul, hip hop, art, photography, movies, boxing, designer brands and New York's underground subculture. The unique difference with Supreme is that they do not wholesale their limited-edition products (with the exception of a small amount available to Rei Kawakubo's Dover Street Market) therefore creating a highly desirable and lucrative secondary market, due to its inaccessibility to many.



AUCTION

20 Years of Supreme

11-25 JANUARY | ONLINE

Whereas traditional skate stores were packed wall-to-wall with products, Jebbia wanted to keep his space clean and open – looking more like an art gallery than a store. In the early days clothing was tightly folded and displayed with such meticulous detail that the staff enforced a strict “no touching” policy for the customers. The high ceilings, rectangular shape and glass store front made for an ideal blank canvas to display a wall of skateboard decks, giving each board graphic space to stand out. Supreme saw the beauty and power in skateboard graphics as something other than a disposable commodity so in 1998, four years after opening their doors, they began to release their own designed skate decks.



GEORGE CONDO DECKS, 2010, SET OF THREE

Starting off simply with their now infamous Box Logo on a plain white deck, New York skaters were keen to represent their local skate store and the debut boards were followed up with the set of four Motion Logo boards (inspired by the opening credits of Martin Scorsese's 1990 classic mob movie "Goodfellas"), and two ripstop pattern Tiger/Desert camouflage decks. All of these initial Supreme skateboards are now incredibly hard to find as most of those sold were actually used for their intended purpose - skateboarding. Acquiring one of these boards that's not covered in scratches, chips, or even snapped is almost a myth!

The outlaw nature of skateboarding meant that the small downtown store always attracted counter-culture misfits and creatives from all over the city. Artists such as Rammellzee, Mark Gonzales and Dash Snow would quickly become both friends and collaborators with Supreme, providing both inspiration and artwork for the store and products. With art playing an integral part in Supreme's output, it was just two years into their own skateboard line that Jebbia called upon New York's art community to work on board graphics, with Ryan McGinness and his incredible set of five Pantone decks debuting the "Artist Series" in 2000.



MARILYN MINTER DECKS, 2008, SET OF THREE

With the flat panel of the underside of a skateboard acting as a natural canvas, it was an interesting and alternative medium for artists to work with, especially when spread over a set of decks giving the option to create a larger body of work over multiple items. Over the past 18 years the Supreme's Artist Series of skateboards has seen James Jebbia (assisted by his friend, the respected art curator Neville Wakefield) work with some of the art world's most respected and admired talents including Jeff Koons, Richard Prince, George Condo, Marilyn Minter and Damien Hirst. Each skateboard was released in limited numbers and were only available to purchase at one of Supreme's own retail stores or e-commerce site. Highly coveted and collectible, each of Supreme's skate decks tells a story and represents a moment in the brand's quarter-century timeline.



DAMEN HIRST "SPIN" DECKS, 2009, SET OF THREE

Now on view at Sotheby's and open for bidding online, is the world's first ever auction of every single Supreme skateboard deck released to the public. The private collection of Los Angeles-based collector Ryan Fuller is the first complete set of all boards spanning the brand's history, and most likely the only opportunity to purchase the impressive entire back catalogue of decks. With art and skateboarding being Fuller's two greatest passions, the decks felt like the ultimate items to collect from Supreme but the labor of love took over a decade to complete. Starting his collection in 2008, the hardest challenge was sourcing every deck released between '98-'08 in good condition. Fuller's quest connected him to collectors across the globe in countries as far afield as Japan, Australia, South Africa and the United Kingdom in order to track down each piece of this elaborate jigsaw puzzle. The set that was hardest to complete was New York artist Dan Colen's 2003 'Air Jordan' collection of five boards, as Fuller explains: "I had 4 of the 5 for years and was starting to feel like the last deck I needed from that set just didn't exist anymore, when suddenly I received an email from a guy I had done business with for years, that he just happened to find it tucked away in his storage. I was on vacation in Hawaii at the time and receiving that email from him was definitely the highlight of my vacation!"



LOUIS VUITTON BOITE SKATEBOARD TRUNK, 2017 (TRUNK, DECK, LV TOOL KIT, TRUCKS, WHEELS, AND SHOULDER STRAP)

Some standout pieces from the collection include Supreme's own take on the classic LV monogram that were recalled in 2000 due to a 'cease and desist' lawsuit from the French luxury brand, and the official Louis Vuitton collaboration (complete with Boite skateboard trunk and accessories) from 2017 that saw the two opposing companies come full circle to work together on the ground-breaking project bringing gritty New York skate culture to the Parisian fashion house. Other notable highlights include KAWS and Ryan McGuinness decks signed by the artists themselves, a Japanese-exclusive variation on The Last Supper's "Jesus" deck and the mythical "FBI" set from 2004.

Ryan Fuller is a private collector from Laguna Beach, California
@ryfuller

Ross Wilson is a writer and Supreme historian from Bath, England
@rosswilson_07



AUCTION

20 Years of Supreme

11-25 JANUARY | ONLINE

EXHIBIT H

GET HYPED

Today's Supreme Drop Is All Over the New York Post

A dramatic cover ad on the New York Post for the street wear company Supreme turned today's tabloid into an impossible to find commodity.



By Jonah Engel Bromwich

Aug. 13, 2018



via The New York Post

Rush hour commuters were hard-pressed to find a copy of The New York Post near the Port Authority Bus Terminal in Times Square on Monday.

The Hudson Booksellers on the ground floor was sold out of the tabloid. So was the basement kiosk. Another around the corner was sold out by 7:15 a.m.

Sheikh Ali, who works at the newsstand on 41st Street, said that one young man had come by at that early hour and picked up all 50 copies he had.

“He told me he needed more,” Mr. Ali, who sells the paper for \$1 on weekdays, said. “I told him ‘I don’t have any more!’”

The rush on The Post after a relatively quiet August weekend had nothing to do with the news and everything to do with a wraparound promotion with Supreme, the street wear brand whose items have become something more like religious iconography to its many devotees.

The New York Post took advantage of that zeal, and dressed its entire newsstand run in a full wraparound cover with the Supreme logo, the first time it had done so for any brand.

“We knew that this would be a collector’s item,” said Jesse Angelo, the paper’s publisher.


“Supreme is such a cool brand and we have so much affinity, to the design kinship of the logos, to being bold, and never shy, and New York-based.”

And while Mr. Angelo said that he did not have early numbers, he said anecdotally that “the papers were flying off the shelves.”

It’s true. By 9:30 a.m., the best place to buy a copy was online. By 10:30 a.m., copies were selling on eBay for \$12 and on the resale fashion site Grailed for \$10.

Lawrence Schlossman, Grailed’s brand director, called the partnership “historic,” noting that the two companies were well aligned.

“Here we have the most New York fashion brand covering the most New York paper,” he said.



Supreme, which opened in 1994, has become the ne plus ultra of street wear brands, famously selling out its new collections — or “drops” — within hours and drawing huge lines at its flagship store in New York’s SoHo neighborhood. The company has satellite shops in Los Angeles, Tokyo and London, too, which attract comparable crowds. Given its popularity, the brand has become famous almost as much for the secondhand market that blooms around it as the clothing itself. And it has also drawn attention for notable collaborations, with Fila, Nike, The North Face and Levis, and with celebrities including Kate Moss, Lou Reed, members of the Wu-Tang Clan and Kermit the Frog.

Supreme has also become known for unorthodox partnerships — like the brand-affiliated MetroCards that were released last year.

The brand “has released a brick, liquor bags, a crowbar and a fire extinguisher in the past, and fans of this brand who will line up every Thursday on release day, and then pay inexplicable resell prices for such items,” said Jonathan Sawyer, a staff writer for the street wear blog Highsnobiety. “Slap a Supreme logo on it, and it will fly off the shelves, literally no matter what it is.”

On Sunday afternoon, Twitter was flowing with rumors of the upcoming cover with The Post, leading to the early run on the paper the next day. And as was prophesied, a look book for the company’s fall collection was also released on Monday.



J

@DropsByJay

This Monday's New York Post Paper will be a special release. Teaming up with Supreme to make a Promotional Cover Wrap on all retail copies. Not only will this paper be releasing Monday August 13th, but so will the Lookbook/Preview hump starting the Supreme Fall/Winter 2018 Season

9:16 PM - Aug 11, 2018

716 252 people are talking about this

Supreme approached The Post in late April asking for “original, never-before-seen, creative ideas.” The newspaper’s 5-year-old in-house creative strategy agency, Post Studios, proposed the wraparound.

“They said that when they’re looking to do collaborations, that they really want authentic brand partners,” said Shannon Toumey, the vice president of marketing and branded content strategy at The Post and a co-head of Post Studios. “They thought we were an authentic voice of New York.”

Mr. Angelo was hesitant to say who from the secretive team behind Supreme had approached the newspaper.

“I just want to make sure we don’t want run afoul of our new friends and partners,” he said.

The brand could not immediately be reached for comment.

Jonah Bromwich is based in New York. He writes for the Style section. @jonesieman

EXHIBIT I

Trademark/Service Mark Application, Principal Register

Serial Number: 88929628

Filing Date: 05/22/2020

The table below presents the data as entered.

Input Field	Entered
SERIAL NUMBER	88929628
MARK INFORMATION	
*MARK	EMERPUS
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	EMERPUS
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size, or color.
REGISTER	Principal
APPLICANT INFORMATION	
*OWNER OF MARK	Urban Coolab Inc.
INTERNAL ADDRESS	Wework Offices 6th floor
*MAILING ADDRESS	401 Bay St
*CITY	Toronto, Ontario
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	Canada
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	M5H2Y4
*EMAIL ADDRESS	XXXX
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION	Canada
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	025
*IDENTIFICATION	Tops as clothing; Bottoms as clothing; T-shirts; Sweatshirts; Jackets; Hats; Caps; Dresses; Shorts; Shirts; Pants; Skirts; Coats; Shoes
FILING BASIS	SECTION 1(b)
INTERNATIONAL CLASS	035
*IDENTIFICATION	Online retail store services featuring clothing, clothing accessories, and shoes
FILING BASIS	SECTION 1(b)

ATTORNEY INFORMATION	
NAME	Justin Brown
ATTORNEY BAR MEMBERSHIP NUMBER	XXX
YEAR OF ADMISSION	XXXX
U.S. STATE/ COMMONWEALTH/ TERRITORY	XX
FIRM NAME	Brown Brothers Law LLP
STREET	1827 harley drive
CITY	ann arbor
STATE	Michigan
COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	United States
ZIP/POSTAL CODE	48103
PHONE	248-225-8828
EMAIL ADDRESS	trademarkdocket@gmail.com
CORRESPONDENCE INFORMATION	
NAME	Justin Brown
PRIMARY EMAIL ADDRESS FOR CORRESPONDENCE	trademarkdocket@gmail.com
SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES)	NOT PROVIDED
FEE INFORMATION	
APPLICATION FILING OPTION	TEAS Standard
NUMBER OF CLASSES	2
APPLICATION FOR REGISTRATION PER CLASS	275
*TOTAL FEES DUE	550
*TOTAL FEES PAID	550
SIGNATURE INFORMATION	
SIGNATURE	/Justin Brown/
SIGNATORY'S NAME	Justin Brown
SIGNATORY'S POSITION	Attorney of record
SIGNATORY'S PHONE NUMBER	248-225-8828
DATE SIGNED	05/22/2020

Trademark/Service Mark Application, Principal Register

Serial Number: 88929628

Filing Date: 05/22/2020

To the Commissioner for Trademarks:

MARK: EMERPUS (Standard Characters, see [mark](#))

The literal element of the mark consists of EMERPUS. The mark consists of standard characters, without claim to any particular font style, size, or color.

The applicant, Urban Coolab Inc., a corporation of Canada, having an address of

Wework Offices 6th floor
401 Bay St
Toronto, Ontario M5H2Y4
Canada
XXXX

requests registration of the trademark/service mark identified above in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. Section 1051 et seq.), as amended, for the following:

International Class 025: Tops as clothing; Bottoms as clothing; T-shirts; Sweatshirts; Jackets; Hats; Caps; Dresses; Shorts; Shirts; Pants; Skirts; Coats; Shoes

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

International Class 035: Online retail store services featuring clothing, clothing accessories, and shoes

Intent to Use: The applicant has a bona fide intention, and is entitled, to use the mark in commerce on or in connection with the identified goods/services.

The owner's/holder's proposed attorney information: Justin Brown. Justin Brown of Brown Brothers Law LLP, is a member of the XX bar, admitted to the bar in XXXX, bar membership no. XXX, is located at

1827 harley drive
ann arbor, Michigan 48103
United States
248-225-8828(phone)
trademarkdocket@gmail.com

Justin Brown submitted the following statement: The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory.

The applicant's current Correspondence Information:

Justin Brown

PRIMARY EMAIL FOR CORRESPONDENCE: trademarkdocket@gmail.com SECONDARY EMAIL ADDRESS(ES) (COURTESY COPIES): NOT PROVIDED

Requirement for Email and Electronic Filing: I understand that a valid email address must be maintained by the applicant owner/holder and the applicant owner's/holder's attorney, if appointed, and that all official trademark correspondence must be submitted via the Trademark Electronic Application System (TEAS).

A fee payment in the amount of \$550 has been submitted with the application, representing payment for 2 class(es).

Declaration

☒ **Basis:**

If the applicant is filing the application based on use in commerce under 15 U.S.C. § 1051(a):

- The signatory believes that the applicant is the owner of the trademark/service mark sought to be registered;
- The mark is in use in commerce and was in use in commerce as of the filing date of the application on or in connection with the goods/services in the application;
- The specimen(s) shows the mark as used on or in connection with the goods/services in the application and was used on or in connection with the goods/services in the application as of the application filing date; and
- To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.

And/Or

If the applicant is filing the application based on an intent to use the mark in commerce under 15 U.S.C. § 1051(b), § 1126(d), and/or § 1126(e):

- The signatory believes that the applicant is entitled to use the mark in commerce;
 - The applicant has a bona fide intention to use the mark in commerce and had a bona fide intention to use the mark in commerce as of the application filing date on or in connection with the goods/services in the application; and
 - To the best of the signatory's knowledge and belief, the facts recited in the application are accurate.
- ☒ To the best of the signatory's knowledge and belief, no other persons, except, if applicable, concurrent users, have the right to use the mark in commerce, either in the identical form or in such near resemblance as to be likely, when used on or in connection with the goods/services of such other persons, to cause confusion or mistake, or to deceive.
- ☒ To the best of the signatory's knowledge, information, and belief, formed after an inquiry reasonable under the circumstances, the allegations and other factual contentions made above have evidentiary support.
- ☒ The signatory being warned that willful false statements and the like are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that such willful false statements and the like may jeopardize the validity of the application or submission or any registration resulting therefrom, declares that all statements made of his/her own knowledge are true and all statements made on information and belief are believed to be true.

Declaration Signature

Signature: /Justin Brown/ Date: 05/22/2020

Signatory's Name: Justin Brown

Signatory's Position: Attorney of record

Payment Sale Number: 88929628

Payment Accounting Date: 05/22/2020

Serial Number: 88929628

Internet Transmission Date: Fri May 22 14:36:49 ET 2020

TEAS Stamp: USPTO/BAS-XX.XXX.XXX.XX-2020052214364991

4063-88929628-710fe2dc2dda3faaf7a3455a7e

1318ad6b03352163cdbbfa8990b6a5fdab52e39

e-CC-36474142-20200522143436595320

EMERPUS